

New Players Lights 25's because...

25 for 20  
makes you  
5 smokes  
richer than the  
next guy.



Count 'em.

25  
premium cigarettes  
for the price of 20.

Kings: 10 mg "tar," 0.8 mg nicotine -  
100's: 12 mg "tar," 0.9 mg nicotine  
by FTC method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

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ML's suggested pricing based on full-price brands.  
Not available in all areas.